



# ENTERPRISE ARCHITECTURE & BPM CONFERENCE EUROPE

3-6 JUNE 2024 • LONDON, UK



## Diverse Learning Tracks:

Choose from an unparalleled selection of four dynamic tracks, each meticulously curated to cater to both novices and experts.



## Boundless Networking:

Forge meaningful connections during the networking breaks.



## Real-World Applications:

Learn not just the theory but also the practical applications of Enterprise Architecture and Business Process Management.

## VISIONARY SPEAKERS INCLUDE:



**Annika Klyver**  
Business Designer/Architect  
**Scania**



**Roger Tregear**  
Principal Advisor  
**TregearBPM**



**Joanna Goodrick**  
Head of Business Architecture and Strategic Alignment  
**Cambridge University Press and Assessment**



**Ben Clinch**  
Principal Enterprise Architect - Information Architecture and Data Governance, **BT**



**David McCandless**  
**Information is Beautiful**



**Jan Henderyckx**  
Partner  
**BearingPoint**



**Alicia Utami**  
BPM Domain Expert  
**ABN AMRO Bank**  
(The Netherlands)



**Roger Burlton**  
President  
**Process Renewal Group**



**Sasha Aganova**  
Managing Partner  
**Process Renewal Group**

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**#EABPM24**

# CONFERENCE AND EXHIBITS: Monday 3 June 2024

|                     |   |  |  |   |
|---------------------|---|--|--|---|
| 8:00 AM - 9:00 AM   | <b>Registration &amp; Networking Breakfast</b>  |  |  |   |
| 9:00 AM - 9:10 AM   | <b>Conference Welcome &amp; Open</b><br>Roger Burlton, President, <b>Process Renewal Group</b><br>Joanna Goodrick, Head of Business Architecture and Strategic Alignment, <b>Cambridge University Press and Assessment</b>                            |  |  |   |
| 9:10 AM - 10:00 AM  | <b>Plenary Keynote: Architecting the Augmented Organisation - Linking your Organisation and People to Next Generation AI</b><br>Jan Henderyckx, Partner, <b>BearingPoint</b>  |  |  |   |
| 10:00 AM - 10:30 AM | <b>Networking Break &amp; Exhibits</b>  |  |  |   |
|                     | <b>Track 1</b>  | <b>Track 2</b>   | <b>Track 3</b>   | <b>Track 4</b>  |
| 10:30 AM - 11:10 AM | <b>6 Steps for Uncovering and Overcoming Cybersecurity Risks with Enterprise Architecture</b><br>Gareth Morgan, Senior Director of Enterprise Architecture, <b>Sophos</b>   | <b>Architecture &amp; Transformation: The Journey from Identification of the Things to Change, to the Story of Change</b><br>Martin Sykes, Enterprise Architect, <b>Redgate Software</b> | <b>Benefit Mapping: The Key to Strategic Business Capability Alignment</b><br>Pascal Dussart, Business Architect, <b>April10 Consulting</b>  | <b>Process Architecture and Modelling Tools</b><br>Jurij Sokolov, Business Process Architect, <b>Girteka Competence Center</b><br>Cristian-Stefan Petcu, Global Process Owner, <b>Girteka Competence Center</b>   |
| 11:20 AM - 12:00 PM | <b>Establishing a Target Architecture to Enable Cultural Change and Transformation</b><br>Jon Burt, Head of Enterprise Architecture, <b>Manchester City Council</b>   | <b>How Do We Make People Stop Hating Us?</b><br>Mads Madsbjerg Hansen, Architecture Network Manager, <b>Inter IKEA</b>   | <b>Strategic Experimentation through Dynamic Business Architecture and Digital Twins</b><br>Craig Martin, Strategic Designer, <b>DesignChain</b>   | <b>10 Things We Wish We Knew Before Becoming Process Practitioners</b><br>Iselin Sema Nordal, Director of Consultancy and Advisory, <b>Arribatec EA &amp; BPM</b><br>Tonje Jerijärvi Dromnes, Senior Business Consultant, <b>Arribatec EA &amp; BPM</b> |
| 12:00 PM - 1:40 PM  | <b>Networking Lunch &amp; Exhibits</b>  |  |  |   |
| 12:30 PM - 12:50 PM | <b>Lunchtime Session: SNATS: Strategic Planning and Enterprise Architecture in Air Navigation Services</b><br>Katie Mayers, Head of Architecture and Analysis, <b>NATS</b><br>John Wheal, Lead Solution Architect, <b>NATS</b>                        |  |  |   |
| 1:00 PM - 1:20 PM   | <b>Lunchtime Session: The Road to Sensible Decisions: Building a Modelling Toolchain</b><br>Ben Langridge, Senior Technology Architect, <b>Cambridge University Press &amp; Assessment</b>  |  |  |   |
| 1:40 PM - 2:20 PM   | <b>Evolving Business Architecture: A Decade of Transformation at Phoenix Group</b><br>Stephen Burton, Head of Business Architecture, <b>Phoenix Group</b><br>Sreedev Chembakasseril, Senior Business Architect, <b>Phoenix Group</b>                  | <b>Adaptive Enterprise Architecture as Information: Data To Decisions</b><br>Professor Asif Gill, <b>University of Technology Sydney</b>   | <b>Architecting at the Seams: Piecing Together Strategic Change with Business Architecture</b><br>Joanna Goodrick, Head of Business Architecture and Strategic Alignment, <b>Cambridge University Press and Assessment</b> | <b>The Process of Process Management</b><br>Roger Tregear, Principal Advisor, <b>TregearBPM</b>   |
| 2:30 PM - 3:10 PM   | <b>Bringing together Enterprise Architecture and Enterprise Data to Support a Product-Centric Transformation</b><br>Tom Ogden, Systems Engineering and Enterprise Architecture Consultant, <b>PA Consulting</b>                                       | <b>Looking for the Yellow Brick Road: Do We Need More or Less Engineering in Enterprise Architecture?</b><br>Dr. John Gøtze, CEO, <b>EA Fellows</b>                                      | <b>100 Days that Matter: Establishing a Business Architecture Practice</b><br>Iain Windle, Head of Business Architecture, <b>Janus Henderson Investors</b>   | <b>Finding the Business Improvement Forest in the BPM Trees</b><br>Phil Short, Principal & Owner, <b>PJS Process &amp; System Improvements Ltd</b>  |
| 3:10 PM - 3:40 PM   | <b>Networking Break &amp; Exhibits</b>  |  |  |   |
| 3:40 PM - 4:20 PM   | <b>Keynote: Achieving Enterprise Architecture Value at Scale: Modern Data, Analytics and Artificial Intelligence in Taming the Enterprise</b><br>Ben Clinch, Principal Enterprise Architect - Information Architecture and Data Governance, <b>BT</b> |  | <b>Keynote: Many Flavours of Business Architecture. What's yours?</b><br>Roger Burlton, President, <b>Process Renewal Group</b>  |   |
| 4:25 PM - 5:10 PM   | <b>Plenary Keynote: Information is Beautiful</b><br>David McCandless, <b>Information is Beautiful</b>   |  |  |   |
| 5:10 PM - 6:10 PM   | <b>Networking Drinks Reception Sponsored by Orbus Software &amp; Exhibits</b>   |  |  |   |

# CONFERENCE AND EXHIBITS: Tuesday 4 June 2024

|                     |   |   |   |  |
|---------------------|---|---|---|--|
| 8:00 AM - 9:00 AM   | <b>Registration &amp; Networking Breakfast</b>  |   |   |  |
| 9:10 AM - 10:00 AM  | <b>Plenary Keynote: Algorithms, Automation, and AI: Digital Capabilities and Analogue Organisations</b><br>Professor Michael zur Muehlen, Associate Professor of Information Systems, <b>Stevens Institute of Technology</b>  |   |   |  |
| 10:00 AM - 10:30 AM | <b>Exhibits &amp; Networking Break</b>  |   |   |  |
|                     | <b>Track 1</b>  | <b>Track 2</b>  | <b>Track 3</b>  | <b>Track 4</b>   |
| 10:30 AM - 11:10 AM | <b>Utilising EA Models to Establish Compliance to Regulatory / Security-based Requirements</b><br>Jacob Behrend, Chief Information Officer, <b>Lyngby Taarbæk Forsyning</b>   | <b>Are We the Bad Guys? How to Tell if your Enterprise Architecture Practice is Helping or Hindering Delivery of Change</b><br>Michael Bruton, Consulting Architect, <b>Mosaic Island</b><br>Emma Askew, Managing Architect, <b>Mosaic Island</b>   | <b>Empowering Innovation: Enara Bio's Hierarchy-free Approach to Cancer Drug Discovery and Development</b><br>Kate Nicholson, Head of Business and Portfolio Optimisation, <b>Enara Bio</b>               | <b>Panel: Going in the Right Direction? Steering the Architecture Ship in Today's Enterprise</b><br>Moderator: Joanna Goodrick, Head of Business Architecture and Strategic Alignment, <b>Cambridge University Press and Assessment</b><br>Iselin Sema Nordal, Director of Consultancy and Advisory, <b>Arribatec EA &amp; BPM</b><br>Omar Aljubair, Digital Business Architecture Senior Consultant, <b>Saudi Telecommunication Company</b><br>Vanessa Lam, Founder & Principal, <b>BRSdata</b> |
| 11:20 AM - 12:00 PM | <b>Getting our Edge Back: Boosting your Enterprise Impact with EDGY</b><br>Milan Guenther, President, <b>Intersection Group</b>   | <b>Optimising the Enterprise: a Unified Approach to Enterprise, Business and Process Architectures</b><br>Sasha Aganova, Managing Partner, <b>Process Renewal Group</b><br>Joanna Goodrick, Head of Business Architecture and Strategic Alignment, <b>Cambridge University Press and Assessment</b> | <b>Business Architecture: Transforming an Organisation with a Capability Led Approach</b><br>Ryan Preece, Enterprise Architecture and Data Governance Manager, <b>Royal National Lifeboat Institution</b> | <b>BPM Best Practices: Align Boards and Organisations True Needs &amp; Expectations for Company Success</b><br>Claus Due, Digital Business Architect & Advisor, <b>Procio ApS</b>  |
| 12:00 PM - 1:40 PM  | <b>Networking Lunch &amp; Exhibits</b>  |   |   |  |
| 12:30 PM - 12:50 PM | <b>Lunchtime Session: 5 Must-Dos When (Re-)Starting Your EA Practice</b><br>Laurel Phelan McKerrow, Senior Solutions Engineer, <b>LeanIX</b>  |   |   |  |
| 1:00 PM - 1:20 PM   | <b>Lunchtime Session: The RNLI - 200 years of lifesaving</b>  |   |   |  |
| 1:40 PM - 2:20 PM   | <b>Utilise Enterprise Architecture to Transform and Scale</b><br>Rasmus Stenholm, Enterprise Architect, <b>Vestas</b>   | <b>A Journey of an Architect: Signing up for Life-long Learning</b><br>Christian Schroeder, Enterprise Architect, <b>Bain &amp; Company</b>   | <b>Embrace the Change with Business Architecture</b><br>Martina Babini, Business Architect, <b>Yoox Net-A-Porter Group</b>  | <b>Connecting Perspectives: Building a BPM Ecosystem</b><br>Arno van der Drift, Head of Centre of Expertise BPM, <b>ABN AMRO Bank</b><br>Alicia Utami, BPM Domain Expert, <b>ABN AMRO Bank</b>   |
| 2:30 PM - 3:10 PM   | <b>Keynote: The Effective Architect</b><br>Gerben Wierda, Lead Architect, <b>APG</b>  |   | <b>Keynote: Digital Business Architecture in an AI Driven World</b><br>Steve Jones, Executive VP, <b>Capgemini</b>  |  |
| 3:10 PM - 3:40 PM   | <b>Exhibits &amp; Networking Break</b>  |   |   |  |
| 3:40 PM - 4:30 PM   | <b>Plenary Keynote Panel: The Role of Business, Process and Technology Architecture in Digital Transformation</b><br>Moderator: Roger Burlton, President, <b>Process Renewal Group</b><br>Joanna Goodrick, Head of Business Architecture and Strategic Alignment, <b>Cambridge University Press and Assessment</b><br>Ben Jackson, UK Lead Business Architect, <b>Zurich Insurance Plc</b><br>Sasha Aganova, Managing Partner, <b>Process Renewal Group</b> |   |   |  |
| 4:30 PM - 4:45 PM   | <b>Conference Close</b>   |   |   |  |

## CONFERENCE AND EXHIBITS: Wednesday 5 June 2024

| 8:30 AM - 9:30 AM   | Workshop Registration & Breakfast  |  |  |  |
|---------------------|--|--|--|--|
|                     | Track 1  | Track 2  | Track 3  | Track 4  |
| 9:30 AM - 12:45 PM  | <b>An Introduction To And Overview Of Enterprise Architecture Management</b><br>Morten Stender, Partner, <b>Staub and Stender</b><br>Sabrina Lyhne, Senior Management Consultant, <b>Staub &amp; Stender</b> | <b>Architected Enterprise Agility using Modular Business Architecture</b><br>Alex Romanov, Business Architect, <b>Avrolabs, Inc</b>            | <b>Unlocking Transformation: A Practical Guide to AI Technologies</b><br>Lourdes Gonzalez, CEO, <b>Lulu Process Design Group</b><br>Pedro Rodriguez, AI Researcher | <b>Building the 12 Must-Have Data Capabilities for Your Organisation: How to Evaluate and Improve Them</b><br>Vanessa Lam, Founder & Principal, <b>BRS</b> |
| 11:00 AM - 11:15 AM | <b>Morning Break</b>   |  |  |  |
| 12:45 PM - 13:45 PM | <b>Lunch</b>   |  |  |  |
| 2:00 PM - 5:00 PM   | <b>Practical Process Modelling: Hands-on Learning</b><br>Sasha Aganova, Managing Partner, <b>Process Renewal Group</b>   | <b>Defining Architecture Execution Outcomes</b><br>Dr. John Götze, CEO, <b>EA Fellows</b><br>Ksenija Bickova, EA Consultant, <b>EA Fellows</b> | <b>Getting Started with EDGY</b><br>Jean-Sébastien Daigle, Enterprise Designer & Facilitator, <b>Intersection Group</b>  | <b>The Key Principles and Tactics for Effective Negotiation</b><br>Suzanne Williams, Hostage Negotiator  |
| 15:15 PM - 15:30 PM | <b>Afternoon Break</b>   |  |  |  |

## CONFERENCE AND EXHIBITS: Thursday 6 June 2024

| 8:30 AM - 9:30 AM   | Welcome Breakfast / Coffee  |   |  |
|---------------------|---|---|--|
|                     | Track 1   | Track 2   | Track 3  |
| 9:00 AM - 4:45 PM   | <b>Business Architecture: Connecting The Dots</b><br>Roger Burlton, President, <b>Process Renewal Group</b> | <b>Outside-In: Bridging the CX-EA gap with an EDGY Milky Way Map</b><br>Annika Klyver, Business Designer/Architect, <b>Scania</b><br>Milan Guenther, President, <b>Intersection Group</b> | <b>Process Performance Excellence</b><br>Roger Tregear, Principal Advisor, <b>TregearBPM</b> |
| 10:30 AM - 10:45 AM | <b>Morning Break</b>  |   |  |
| 12:15 PM - 13:15 PM | <b>Lunch</b>  |   |  |
| 14:45 PM - 15:00 PM | <b>Afternoon Break</b>  |   |  |

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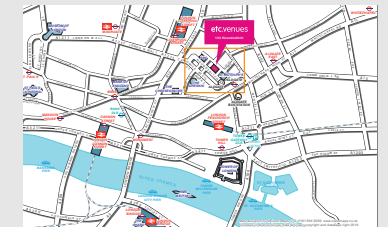
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